## **ORDER**

Orders Order / Rev: 698887 06224666 Alt Order #: Product Desc: AMERICAN CROSSROADS WKYC 690 Estimate: Flight Dates: 09/04/12 - 09/14/12 Joe Knauer Primary AE: Original Date / Rev: 07/11/12 / 08/29/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Amber Blonden Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **American Crossroads** Demographic: A25-54 New Business Thru: **Product Codes:** IS-Issue/Non Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	30	\$38,200.00	\$32,470.00

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$38,200.00	\$32,470.00	0.00
Totals	30	\$38,200,00	\$32,470,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WKYC	16%	\$38,200.00
Market	100%	\$238,750.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	27%	\$64,462.50
WJW	30%	\$71,625.00
WOIO	22%	\$52,525.00
WUAB	5%	\$11,937.50

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/07/12	2 09/07/12	M-F 4-5p	CM	4p-5p	F	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
			Ellen Degeneres									
ELEMEN	NT AT PO	NI 1 NOITEC	N DAYDETAILEDP	ERIOD IS RA	TE ELLEN							
Star	rt Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0	03/12	09/09/12	F	1	\$750.00	0.00						
E 2 WKYC	09/07/12	2 09/07/12	M-F 5-6a	СМ	5a-6a	F	:30	1	\$650.00 P-5	0.00 NM	1	\$650.00
			Channel 3 News	@ 5AM								
ELEMEN	NT AT PO	NI 1 NOITEC	N DAYDETAILEDP	ERIOD IS RA	TE CH3 NEW	/S SUNRS						
Star	rt Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0	03/12	09/09/12	F	1	\$650.00	0.00						
E 3 WKYC	09/10/12	2 09/10/12	LN (M-Su)	CM	11P-1135P	M	:30	1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
Late News (M-Su)												
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN												

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Order / Rev: 698887 Advertiser: American Crossroads

Start Date

End Date

Weekdays

Spots/Week

Alt Order #: 06224666 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 09/04/12 - 09/14/12 Estimate: 690

	Start	End	Inventory Code		Start/End		ays	Len Spots				Amount
E 3 WKYC 0	)9/10/12	2 09/10/12	LN (M-Su) Late News (M-Su	CM	11P-1135P	M		:30	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
ELEMENT	T AT PO	OSTION 1 IN	N DAYDETAILEDF		TE CH 3 NW	'S AT 11 M	-SUN					
Start I Week: 09/10		End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,400.00	Rating 0.00						
E 4 WKYC 0	09/10/12	2 09/10/12	•	CM	4p-5p	М		:30	\$750.00 P-5	0.00 NM	1	\$750.00
FI FMFNT	ГАТ РО	OSTION 1 IN	Ellen Degeneres N DAYDETAILEDF	FRIOD IS RA	TE FILEN							
Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10		09/16/12	M	1	\$750.00	0.00						
E 5 WKYC 0	)9/10/12	2 09/10/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	M		:30	\$650.00 P-5	0.00 NM	1	\$650.00
ELEMENT	ГАТ РО	OSTION 1 IN	N DAYDETAILEDF		TE CH3 NEV	VS SUNRS						
Start I Week: 09/10		End Date 09/16/12	Weekdays M	Spots/Week	Rate \$650.00	Rating 0.00						
E 6 WKYC 0			M-F 6-7a	CM	- <del>3030.00</del> 6а-7а			:30	1 \$1,200.00 P-5	0.00 NM	1	\$1,200.00
			Channel 3 News						, ,			, ,
ELEMENT Start I		OSTION 1 IN End Date	N DAYDETAILEDF Weekdays	ERIOD IS RA Spots/Week	TE CH3 NEV Rate	VS TODAY Rating						
Week: 09/10		09/16/12	M		\$1,200.00	0.00						
E 7 WKYC 0	09/08/12	2 09/08/12		CM	7a-9a		S-	:30	1 \$1,400.00 P-5	0.00 NM	1	\$1,400.00
FLEMENT	T AT PO	OSTION 1 IN	NBC Today Shov		TE SAT TOP	DAY						
Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03		09/09/12	S-	1	* ,	0.00					<u> </u>	
E 8 WKYC 0	09/09/12	2 09/09/12	Post NFL News LN Sun Follows I	CM	Various		S	:30	I \$2,400.00 P-5	0.00 NM	1	\$2,400.00
ELEMENT	T AT PO	OSTION 1 IN	N DAYDETAILEDF		TE LATE NE	WS (FOLL	OWING	S NFL)				
Start I		End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 09/03 E 9 WKYC 0		09/09/12	SUNTDY	CM	\$2,400.00 8a-9a	0.00	S	:30	I \$1,600.00 P-5	0.00 NM	1	\$1,600.00
			NBC Today Show	v (Su)			٥	.00	Ψ1,000.001	0.00 1111		ψ1,000.00
			N DAYDETAILEDF									
Start I Week: 09/03		End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,600.00	Rating 0.00						
E 10 WKYC 0	09/06/12	2 09/13/12		CM	11-1135p		T	:30	\$2,400.00 P-5	0.00 NM	2	\$4,800.00
ELEMENT	Γ ΔΤ ΡΛ	OSTION 1 IN	Channel 3 News N DAYDETAILEDF		TE CH 3 NW	/S ΔT 11 M.	-SLIN					
Start I		End Date	Weekdays	Spots/Week	Rate	Rating	-3014					
Week: 09/03		09/09/12	T		\$2,400.00	0.00						
Week: 09/10 E 11 WKYC 0		09/16/12	T M-F 4-5n	CM	\$2,400.00 4p-5p	0.00	T	:30	F750.00 P-5	0.00 NM	2	\$1,500.00
			Ellen Degeneres					.00	ψ100.001 σ	0.00 14101		ψ1,000.00
			N DAYDETAILEDF		_	Dating						
Start I Week: 09/03		End Date 09/09/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$750.00	Rating 0.00						
Week: 09/10		09/16/12	T	1	\$750.00	0.00						
E 12 WKYC 0	09/06/12	2 09/13/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a		T	:30	1 \$650.00 P-5	0.00 NM	2	\$1,300.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS												
Start I		End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 09/03 Week: 09/10		09/09/12 09/16/12	T	1 1	\$650.00 \$650.00	0.00 0.00						
E 13 WKYC 0	09/06/12	2 09/06/12		CM	6a-7a		T	:30	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
Channel 3 News Today @ 6AM ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY												
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03		09/09/12	T		\$1,200.00	0.00						
E14 WKYC 0	)9/11/12	2 09/11/12	M-F 11-1135p Channel 3 News	CM at 11p M-F	11-1135p	- T-		:30	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
ELEMENT	T AT PO	OSTION 1 IN	N DAYDETAILEDF	•	TE CH 3 NW	/S AT 11 M	-SUN					

Rating

Rate

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Order / Rev: 698887 Advertiser: American Crossroads

Alt Order #: 06224666 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 09/04/12 - 09/14/12 Estimate: 690

ELEMENT AT POSTION   IN DAYDETAILEDFERIOD IS RATE CH3 NWS AT 11 M SUN   Sand Date   Control   News at 15 M F   Section   Sec	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date   End Date   End Date   Performance   Perform	E14 WKYC	09/11/1	2 09/11/12	M-F 11-1135p	CM	11-1135p	- T	:30	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   No. 0.00												
Section   Color   Co	_	_				_						
E1EMENT AT POSTION 1 IN DAYDETALEDPERIOD IS RATE ELLEN   Spotoweek   Spotowe												
ELEMENT AT POSITION 1 IN DAYDETALEEDERIOD IS RATE ELLEN   Start Date   Mesk-08/1012   09/16/12   Mesk-08/1012   09/16/12   Mesk-08/1012   09/16/12   Mesk-08/1012   Mesk-								.30	1 \$750 00 P-5	0 00 NM	1	\$750.00
March   Color   March   Marc	L 13 WK10	03/11/1	2 03/11/12	•		<del>-</del> р-5р	- 1	.50	Ψ750.001-5	0.00 14101	l '	Ψ130.00
The Control	ELEMEI	NT AT P	OSTION 1 II	•		TE ELLEN						
E16 WKYC 09/11/12 0			End Date	Weekdays	Spots/Week							
Channel 3 News @ 5AM   Start Date   End Date   Weekdays   T   T.   Section   Se				- T	1							_
ELEMENT AT POSTION I IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS   Set	E 16 WKYC	09/11/1	2 09/11/12		_	5a-6a	- T	:30	1 \$650.00 P-5	0.00 NM	1	\$650.00
Siart Date   End Date   Week 091012   091212   MF 11-1135p	FI FMFI	NT AT P	OSTION 1 II			TE CH3 NEV	VS SUNRS					
The color	_	_									i	
Channel 3 News at 11p M-F												
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NWS AT 11 M-SUN   Start Date   Graph   Mark C 1970   Mark	E 18 WKYC	09/05/1	2 09/12/12	M-F 11-1135p	CM	11-1135p	W	:30	1 \$2,400.00 P-5	0.00 NM	2	\$4,800.00
Meek: 09/03/12   09/09/12  W   1 \$2,400.00   0.00												
Week: 09/03/12   09/05/12 09/16/12	_	_									l	
Meek: 09/10/12   09/16/12  W   1 \$2,400.00   0.00												
E19 WKYC   09/05/12   09/12/12   M-F.4-5p   CM   4p-5p  W   30   1   \$750.00 P-5   0.00 NM   2   \$1,500.00											İ	
ELEMENT AT POSTION 1 IN DAYDETAILEDEROID IS RATE ELLEN   Spots/Week   Rate   Week   99/10/12   09/16/12	E 19 WKYC	09/05/1	2 09/12/12	M-F 4-5p			W	:30	1 \$750.00 P-5	0.00 NM	2	\$1,500.00
Start Date   End Date   Weeklays   Spots/Week   Rate   Rating   Weeklays   S750.00   0.00												
Week: 09/10/12   09/16/12   W	_	_										
Week: 09/10/12   09/16/12   09/16/12   0-W   1 \$750.00   0.00											l	
E20 WKYC 09/05/12 09/12/12 M-F 5-6a				••	- ·	•					i	
Channel 3 News @ 5AM				M-F 5-6a	CM			:30	1 \$650.00 P-5	0.00 NM	2	\$1,300.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Gebo.00   0.00					@ 5AM				******			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 09/10/12   09/10/12   09/10/12   09/10/12   09/16/12  W	ELEMEI	NT AT P		N DAYDETAILEDP	ERIOD IS RA	TE CH3 NEV						
Week: 09/10/12   09/16/12   09/												
E21 WKYC 09/12/12 09/12/12 M-F 6-7a CM 6a-7aW :30 1 \$1,200.00 P-5 0.00 NM Channel 3 News Today @ 6AM  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY    Start Date   End Date   Week 09/10/12   09/16/12  W   1 \$1,200.00   0.00					- ·						l	
Channel 3 News Today @ 6AM   ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   News today					CM			:30	1 \$1,200,00 P-5	0.00 NM	1	\$1,200.00
N22 WKYC   09/14/12		00, 12, 1	_ 00,,		_			.00	. φ.,_σσ.σσ. σ	0.00	· ·	ψ.,=σσ.σσ
Week: 09/10/12         09/16/12        W         1         \$1,200.00         0.00           N22 WKYC         09/14/12         09/14/12         09/14/12         MF 11-1135p         CM         11-1135p        F         :30         1         \$2,400.00 P-5         0.00 NM         1         \$2,400.00           Start Date week: 09/10/12         End Date Degeneres         Weekdays         Spots/Week Pate Points         Rate Pate Points         Rating Pate Points         No.00 NM         1         \$750.00           Start Date Week: 09/10/12         End Date Degeneres         Weekdays         Spots/Week Pate Points         Rate Pate Pate Points         Rating Pate Pate Pate Pate Pate Pate Pate Pate	ELEMEI	NT AT P	OSTION 1 II	N DAYDETAILEDP	ERIOD IS RA	TE CH3 NEV	VS TODAY					
N22 WKYC 09/14/12 09/14/12 NF 11-1135p CM 11-1135p C-F- :30 1 \$2,400.00 P-5 0.00 NM 1 \$2,400.00 P-5 Channel 3 News at 11p M-F    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/16/12   09/14/12   M-F 4-5p   CM   4p-5p   0.00 NM   1 \$750.00 P-5   0.00 NM   1 \$												
Channel 3 News at 11p M-F					· · · · · · · · · · · · · · · · · · ·				4	0.00.1114		<b>40.400.00</b>
Start Date   End Date   Weekdays   O9/16/12   O9/16/1	N22 WKYC	09/14/1	2 09/14/12			11-1135p	F	:30	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
Week: 09/10/12         09/16/12        F         1         \$2,400.00         0.00           N23 WKYC         09/14/12         09/14/12         M-F 4-5p         CM         4p-5p        F         :30         1         \$750.00 P-5         0.00 NM         1         \$750.00           Start Date Week: 09/10/12         End Date O9/16/12         Weekdays Spots/Week PF-         Rate Rating PF-         :30         1         \$650.00 P-5         0.00 NM         1         \$650.00           N24 WKYC         09/14/12         09/14/12         M-F 5-6a         CM         5a-6a        F         :30         1         \$650.00 P-5         0.00 NM         1         \$650.00           N24 WKYC         09/14/12         09/16/12         M-F 5-6a         CM         5a-6a        F         :30         1         \$650.00 P-5         0.00 NM         1         \$650.00           N25 WKYC         09/10/12         End Date O9/16/12         Weekdays Spots/Week Pate OP         Rate Pate Pate OP         Rating Pate OP        F         :30         1         \$1,200.00 P-5         0.00 NM         1         \$1,200.00           N25 WKYC         09/14/12         O9/16/12         CHF         1         \$650.00         0.00	Sta	rt Date	End Date		•	Rate	Rating				l	
N23 WKYC 09/14/12 09/14/12 M-F 4-5p CM 4p-5pF :30 1 \$750.00 P-5 0.00 NM 1 \$750.00 P-5											i	
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00				M-F 4-5p				:30	1 \$750.00 P-5	0.00 NM	1	\$750.00
Week: 09/10/12         09/16/12        F         1         \$750.00         0.00           N24 WKYC         09/14/12         09/14/12         M-F 5-6a         CM         5a-6a        F         :30         1         \$650.00 P-5         0.00 NM         1         \$650.00           Start Date Week: 09/10/12         End Date O9/16/12         Weekdays Spots/Week Rate Poyled Poyl											l	
N24 WKYC 09/14/12 09/14/12 M-F 5-6a CM 5a-6aF :30 1 \$650.00 P-5 0.00 NM 1 \$650.00 Channel 3 News @ 5AM  Start Date Week: 09/10/12 09/16/12F 1 \$650.00 0.00  N25 WKYC 09/14/12 09/14/12 09/14/12 M-F 6-7a CM 6a-7aF :30 1 \$1,200.00 P-5 0.00 NM 1 \$1,200.0	Sta	rt Date	End Date		Spots/Week	Rate	Rating					
Channel 3 News @ 5AM  Start Date Week: 09/10/12 09/16/12F 1 \$650.00 0.00  N25 WKYC 09/14/12 09/14/12 M-F 6-7a CM 6a-7aF :30 1 \$1,200.00 P-5 0.00 NM 1 \$1,200.00  Start Date End Date Weekdays Spots/Week Rate Gating Gate Week: 09/10/12 09/16/12F 1 \$1,200.00 0.00						\$750.00						
Start Date Week: 09/10/12         End Date 09/16/12         Weekdays F-         Spots/Week 1         Rate 050.00         Rating 0.00           N25 WKYC         09/14/12         09/14/12         M-F 6-7a Channel 3 News Today @ 6AM         CM 6a-7a        F         :30         1 \$1,200.00 P-5         0.00 NM         1 \$1,200.00           Start Date Week: 09/10/12         End Date 09/16/12         Weekdays F         Spots/Week 1 \$1,200.00         Rating 0.00         0.00	N24 WKYC	09/14/1	2 09/14/12			5a-6a	F	:30	1 \$650.00 P-5	0.00 NM	1	\$650.00
Week: 09/10/12       09/16/12      F       1       \$650.00       0.00         N25 WKYC       09/14/12       09/14/12       M-F 6-7a       CM       6a-7a      F       :30       1       \$1,200.00 P-5       0.00 NM       1       \$1,200.00	<b>6</b> .	-1 D	E. 15 (			5 /	Detie				l	
N25 WKYC 09/14/12 09/14/12 M-F 6-7a CM 6a-7aF :30 1 \$1,200.00 P-5 0.00 NM 1 \$1,200.00 P-5 0.00 NM Channel 3 News Today @ 6AM    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/10/12   09/16/12  F   1 \$1,200.00   0.00											l	
Channel 3 News Today @ 6AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12F 1 \$1,200.00 0.00					•			.30	1 \$1 200 00 P-5	0.00 NM	1	\$1 200 00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/10/12         09/16/12        F         1 \$1,200.00         0.00	NZO WICH	03/14/1	2 00/14/12				1	.50	ι ψι,200.001*-3	O.OO INIVI	l '	ψ1,200.00
Week: 09/10/12 09/16/12F 1 \$1,200.00 0.00	Sta	rt Date	End Date		-	_	Rating				l	
										Totals	30	\$38,200.00